MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023 (TERM ID 2210 & TERM ID 2215)

DSS5217
SOCIAL MEDIA STRATEGY

(All groups/sections)

15 FEBRUARY 2023
2:30 PM – 4:30 PM
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **ONE** page with **ONE** section.
2. Answer **ALL** questions in the Answer Booklet provided.

STRUCTURED QUESTIONS [40 MARKS]

Instructions: Answer **ALL** questions. Write your answers in the Answer Booklet.

Question 1

Certain behaviors are not universally accepted when it comes to social media professionals. Steph Parker (2013) discussed several 'new deadly sins of social media'.

a) Define the meaning of ethical consumerism. (2 marks)

b) Discuss **TWO (2)** 'new deadly sins of social media'. (8 marks)

Question 2

Storytelling has evolved as one of the primary, powerful, and persuasive forms of communication. Today, social media has allowed us to use this approach to create an identity and personal branding.
Briefly explain **FOUR (4)** effective ways of storytelling that users and brands can use.
(10 marks)

Question 3

While many people on social media have the best intentions to present themselves honestly and with authenticity, some personal brands are not true to themselves or the people they represent.
Discuss **FIVE (5)** ways to ensure you do not appear fake to your social media community.
(10 marks)

Question 4

SWOT analyses are a traditional part of the communication and marketing campaign process, but essential to the social media strategic plan.

a) Provide **ONE (1)** advantage of using SWOT as competitors' analysis. (2 marks)

b) Briefly explain the **FOUR (4)** elements of SWOT Analysis. (8 marks)

End of Paper